storing a subscriber's own information at said interactive mass medium program output apparatus;

outputting mass medium programming after said step of storing, said interactive mass medium output apparatus having an input device to receive input from said subscriber;

prompting said subscriber during said mass medium programming for first input;

receiving first input from said subscriber at said input device in response to said prompting said subscriber, said input indicating that said subscriber wants delivery of first user specific programming referred to in said mass medium programming; and

delivering said first user specific programming at said interactive mass medium program output apparatus wherein said first user specific programming is based on said stored subscriber's own information.

11.   (Four Times Amended)   The method of claim 10, wherein said step of delivering comprises printing said user specific programming at a printer of said interactive mass medium program output apparatus.

13.   (Twice Amended)   A method for combined medium programming delivery for use with an interactive combined medium programming output apparatus comprising the steps of:

storing a subscriber's own information at said interactive combined medium programming output apparatus;

outputting first combined medium programming after said step of storing, said first combined medium programming comprising video of general interest and first subscriber specific information, said interactive combined medium programming output apparatus having an input device to receive input from said subscriber;

receiving input from said subscriber at said input device in response to said first combined medium programming; and

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delivering second combined medium programming at said interactive combined medium programming output apparatus, said second combined medium programming including second subscriber specific information based on said stored subscriber's own information and said input.

14.   (Twice Amended)   The method of claim 13, wherein said step of delivering comprises printing said second subscriber specific information at a printer at said interactive combined medium program output apparatus.

17.   (New)   The method of claim 10, further comprising the step of ordering a product based on said first input.

18.   (New)   The method of claim 10, further comprising the step of ordering a service to be performed based on said first input.

19.   (New)   The method of claim 10, wherein said step of delivering comprises emitting a portion of said first user specific programming as sound at a speaker.

20.   (New)   The method of claim 10, wherein a portion of said first user specific programming is delivered at a television monitor.

21.   (New)   The method of claim 10, wherein a portion of said first user specific programming comprises an image.

22.   (New)   The method of claim 10, further comprising the step of storing a record of said first input.

23. (New)   The method of claim 22, further comprising the step of communicating said record to a remote site.

24. (New)   The method of claim 10, wherein said step of delivering comprises delivering a portion of said first user specific programming to a device capable of communicating said first user specific programming to a remote station.

25. (New)   The method of claim 24, wherein said portion of said first user specific programming comprises an address of said interactive mass medium program output apparatus.

26. (New)   The method of claim 24, wherein said device capable of communicating said first user specific programming to a remote station comprises a telephone, said method further comprising the step of causing said telephone to dial a telephone number.

27. (New)   The method of claim 26, further comprising the step of selecting said telephone number.

28. (New)   The method of claim 10, further comprising the steps of:

prompting said subscriber for second input during said step of delivering;

receiving said second input; and

delivering second user specific programming at said interactive mass medium program output apparatus based on said second input.

29. (New)   The method of claim 13, wherein said subscriber's own information comprises property information.

30. (New) The method of claim 13, wherein said subscriber's own information comprises financial information.

31. (New) The method of claim 13, wherein said subscriber's own information comprises at least one of a history and a projection.

32. (New) The method of claim 13, wherein said subscriber's own information comprises at least one of a revenue and a profit.

33. (New) The method of claim 13, further comprising the step of modifying said subscriber's own information based on said input from said subscriber.

34. (New) The method of claim 13, further comprising the step of communicating a portion of said subscriber's own information to a remote station.

35. (New) The method of claim 34, further comprising the steps of:
generating programming at said remote station based on said step of communicating; and
transmitting said generated programming to said interactive combined medium programming output apparatus.

36. (New) The method of claim 35, wherein said step of delivering is based on said steps of generating and transmitting.

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37   (New)   The method of claim 13, wherein a portion of combined medium programming is outputted at said interactive combined medium programming output apparatus as a sound.

38.   (New)   The method of claim 13, wherein a portion of combined medium programming is outputted at said interactive combined medium programming displayed apparatus as video.

39.   (New)   The method of claim 10, wherein said subscriber's own information comprises preference information.

40.   (New)   The method of claim 10, further comprising the steps of:
        receiving a first control signal from a remote station, and
        storing a portion of said subscriber's own information at said interactive mass medium program output apparatus in response to said first control signal.

41.   (New)   The method of claim 40, wherein a second control signal is received from said remote station following said step of storing said portion of said subscriber's own information, said method further comprising the step of processing said stored portion of said subscriber's own information in response to said second control signal.

42.   (New)   The method of claim 41, further comprising the step of outputting second user specific programming at said interactive mass medium program output apparatus based on said step of processing.

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